



Wisconsin 5 A Day Coalition

Meeting Minutes January 21, 2005

In Attendance: Diane Moreau-Stodola, Sandra Poehlman, Amy Ellestad, Tony Zech, John Exner, Judy Mayer-Kieckhefer, Doug Wubben, Paul Stitt, Michelle Kussow, Darlene Hanke, Sue Stein, Mary Pesik, & Amy Meinen

I. **Introductions:**

Coalition members introduced themselves and discussed what they are doing individually to promote the 5 A Day message and what they hope to gain from being a coalition member.

- II. **Overview from Last Meeting:** Amy gave a brief overview of the last coalition meeting held on November 12, 2004. Highlights of the meeting included the development of mission and vision statements, establishment of four workgroups (Consumer Education & Awareness, Schools, Business & Industry, and Policy & Advocacy), and discussion of possible coalition roles. No additions or corrections to the meeting minutes were suggested.

III. **5 A Day Program Update:**

- a. **Got Dirt? Garden Toolkit:** The Got Dirt? Garden Toolkit is designed to encourage the implementation of school, community, and childcare gardens, with a purpose of increasing fruit and vegetable consumption. Amy partnered with several gardening experts from around the state to produce this publication. Designed for the beginner gardener, the toolkit highlights successful gardening examples from around the state. The toolkit is expected to be ready by mid-March. If you would like a copy of the Got Dirt? Garden Toolkit, please email Amy at meineam@dhfs.state.wi.us.
- b. **2005 Got Dirt? Regional Trainings:** As a follow-up to the Got Dirt? Garden Toolkit, the 2005 Regional Trainings have been designed to further engage the beginner gardener. The focus of these trainings is to link gardeners with local experts and resources. Eight trainings are being offered around the state and the locations and dates are as follows:
- **March 7, 2005, Eau Claire**
Beaver Creek Reserve
 - **March 15, 2005, Green Bay**
Green Bay Botanical Gardens
 - **March 16, 2005, Burlington**
Aurora Wellness Center
 - **March 17, 2005, Racine**
Location to be determined
 - **March 22, 2005, Milwaukee**

Milwaukee UW-Extension Building

- **April 5, 2005, Marshfield**
Marshfield Agriculture Research Station

Other tentative locations:

- **Hayward, WI**
- **McFarland, WI**

- c. **Statewide 5 A Day Ordering System:** In an effort to more effectively distribute free 5 A Day materials, which includes brochures, posters, and magnets, a statewide distribution system has been created. Order forms for these materials will be released in March 2005 in conjunction with the 2005 National Nutrition Month.
- d. **2005 Dietary Guidelines:** The Dietary Guidelines, which are revised every five years, were released on January 12, 2005. The new “key messages” surrounding fruits and vegetables are as follows:
- Make fruits and vegetables half your plate at every meal.
 - There will be a greater emphasis on making smarter food choices from every food group.
 - There will be a greater emphasis on finding a balance between food and physical activity.
 - Fruits and vegetables will be expressed as cups instead of servings, with the recommendation of 5 cups a day for most adults.
 - Of note, within the Dietary Guidelines Advisory Committee Report fruits and vegetables were highlighted as “chronic disease fighters” and noted for helping to manage weight.

III. Informational Guest Presentations-School Environment:

Wisconsin Home Grown Lunch Program: Doug Wubben gave a brief overview of the program, as he highlighted the current work being done in Madison-based pilot schools. He shared stories of some of the successes and touched on the barriers of having a farm-to-school program in the Midwest (lack of storage space for fresh fruits and vegetables during the winter months, centralized food service, and needed school food service preparation). The WHGL program is currently working with Willy Street Co-Op in Madison as a possible site for the food processing of locally grown produce to be used within Madison schools.

Appleton School District: Paul Stitt, of Natural Ovens Bakery, Inc. presented on his partnership with the Appleton School District. Natural Ovens provided fresh fruits and vegetables and whole-grain products to Appleton's alternative high school. Teachers and school administration noted positive behavior changes that the school district feels are associated with the healthier foods.

IV. Current 5 A Day Statistics/Data:

-National Data:

- 22.6% of U.S. adults report consuming 5 or more servings per day of fruits and vegetables
- Fruit and vegetable consumption has declined nearly 14% over the past 10 years
- USDA Economic Research Services reports that a consumer can meet the recommended 3 servings of fruits and 4 servings of vegetables daily for \$0.64
- 1 in 5 lower-income households purchase no fruits and vegetables

-Wisconsin Data:

- 21.5% of Wisconsin adults report consuming 5 or more servings per day of fruits and vegetables

V. Small Workgroup Work Report: Coalition members spent the rest of the meeting working in their chosen small work groups.

A. Consumer Education & Awareness:

S.W.O.T. Analysis Results:

Identified Strengths:

- a. Recognition of 5 A Day may become easier with the new guidelines as recommendations for fruits and vegetables will be in “cups”. Key message to be “half your plate”
- b. Lots of things happening currently at the state and local level regarding improving eating habits (i.e. WINPAW and local coalitions)
- c. Veggin’ Out activities and Farmers’ Market Nutrition Program already in place
- d. Active 5 A Day Coordinator

Identified Weaknesses:

- a. Transitioning to new dietary guidelines/food graphic may create more confusion
- b. Need to promote and connect the different initiatives
- c. Needed funding, schools may be reluctant to get rid of vending, etc.
- d. Key stakeholders not at the table (i.e. school principals)
- e. Lack of consistent, dedicated leadership

Identified Threats:

- a. Funding issues; restructuring and budget cuts
- b. Food marketers (i.e. fast-food industry)
- c. School lunch program may feel threatened; taking the blame
- d. Outlying difference that might affective collaborative relationship

Identified Opportunities:

- a. New fruit and vegetable messages to promote (2005 Dietary Guidelines)
- b. Opportunities to work with school breakfast programs

- c. Ready to go materials and articles needed that are consistently available
- d. Tap into local coalitions and existing networks for resources, etc.

Identified Key Stakeholders Needed for Future Success:

-School Principals

Beginning of Possible Goals & Objectives:

1. Provide sample articles and/or recipes for childcare providers, WIC, schools, public health clinics, Office on Aging, and various fitness centers/clubs (i.e. Curves)
2. Create sample press releases that could be utilized at the local level
3. Promote National 5 A Day Month (September) via recipe cards, bookmarks, brochures, posters, grocery bag stuffer, coloring sheets
4. Utilize newer brochures and distribute to consumers (i.e. Fruit and Vegetables and Weight Management)
5. Develop 5 A Day materials for local/state festivals
6. Provide 5 A Day materials in Spanish
7. Promote existing programs that have incorporated the 5 A Day message
8. Coordinate efforts with other chronic disease programs
9. Promote/utilize the new statewide 5 A Day Ordering System
10. Provide technical assistance on how to use 5 A Day materials and resources for coalitions and local health departments
11. Create/provide tips on how to get the educational message to target groups (i.e. taste testing and cooking demonstrations)
12. Role model (i.e. promote adoption of policy regarding healthy food at meetings)
13. Promote key consumer messages:
 - How to overcome cost barrier
 - Portion size depiction (incorporate new Dietary Guideline concepts)
 - Promote health benefits (i.e. chronic disease prevention/weight control)
 - 5 A Day website

Consumer Education and Awareness Workgroup Future Meetings:

The next scheduled meeting is for **Thursday February 17, 2005 from 1:00-2:00 pm** via tele-conference.

B. Schools Workgroup Report:

S.W.O.T. Analysis Results:

Identified Strengths:

- e. Current motivation to change the school nutrition environment; some good examples already exist

- f. Universal concern about what's being served for school lunch
- g. 43 schools will be funded this coming school year to develop school wellness councils; Child Nutrition Act (Reauthorization calls for the development of school wellness policies.)

Identified Weaknesses:

- f. Marketing capability of food industry
- g. Lack of funding for school food service; due to more centralized operations there tends to be a lack of skills regarding basic food preparation

Identified Threats:

- e. Lack of funding; schools attempting to cut costs
- f. Competing school health issues (drugs, alcohol, etc.)

Identified Opportunities:

- e. Wisconsin examples of farm-to-school programs
- f. Accessing parent-teacher organizations
- g. Create alternative fundraising opportunities for schools (i.e. healthier foods are sold via school fundraisers)
- h. Work with Governor Doyle, as he has a strong "Kids First" initiative; recently budgeted money for increasing school breakfast programs

Identified Key Stakeholders Needed for Future Success:

- a. Food Service Representative
- b. Teacher(s)
- c. Department of Public Instruction
- d. Parent Organizations (PTA/PTO)
- e. School Principal Organizations
- f. School Nurses Association

Beginning of Possible Goals & Objectives:

1. Increase awareness of the importance of enabling fruit and vegetable consumption via utilizing notable groups or high-profile individuals. Obtain a 5 A Day spokesperson.
2. Highlight the need to prioritize food as a part of learning (i.e. importance of eating breakfast).
3. Provide schools with sample 5 A Day policies that address school fundraising issues and competitive food issues. Encourage schools to increase salad bar opportunities.
4. Work with the 43 funded schools who received funding to develop school wellness policies.
5. Utilize existing Team Nutrition materials and support existing activities.

Schools Workgroup Future Meetings: The Schools Workgroup plans on setting up a follow up tele-conference in the near future.

C. Business & Industry Report:

S.W.O.T. Analysis Results:

Identified Strengths:

- a. A wide variety of fruits and vegetables are grown in Wisconsin
- b. Several grower/canning associations are a part of the coalition already

Identified Weaknesses:

- a. Localized marketing department for grocers
- b. Expensive “slotting” fees in the grocery store
- c. Change usually occurs at the corporate level, not the local level
- d. People may not recognize the 5 A Day logo or are not sure how to get 5 A Day

Identified Threats:

- a. Increased consumption of foods out of the home environment; people don’t cook as much any more or they don’t know how to cook foods
- b. Conflicting national structure, particularly policies around healthy eating

Identified Opportunities:

- a. Promote use of 5 A Day logo, if allowable, on canned and frozen goods produced in Wisconsin
- b. Provide user-friendly recipes and meals (post on the Division of Public Health’s Nutrition and Physical Activity or coalition partners’ websites)
- c. Promotion of domestically grown Wisconsin products
- d. Possible 5 A Day marketing campaign with local grocers; need to educate grocers on cost benefit of selling more fruits and vegetables; possible coupons or savings on fruits and vegetables; consumer coupons or savings on fruits and vegetables could be a part of the strategy

Identified Key Stakeholders Needed for Future Success:

- a. Grocers or Wisconsin Grocers Association (Michelle Kussow attended)
- b. Wisconsin Restaurant Association
- c. UW-Extension
- d. Local public health professionals who have already worked with business and industries in their local communities.

Beginning of Possible Goals & Objectives:

1. Talk with the Wisconsin Grocers Association to find out the best place to start in regards to working with grocers (i.e. corporate level). Attend their annual convention/conference.
2. Talk with the Wisconsin Restaurant Association and local restaurants about participating in this year’s National 5 A Day Month by featuring entrees that reflect the new Dietary Guidelines, which is “Fruits and Vegetables: Half Your Plate”.

3. Find out how we can use the national 5 A Day logo. Work on getting this logo on Wisconsin-based fruit and vegetable products.
4. Work with local public health professionals and UW-Extension to network with local restaurants and grocers.

Business & Industry Workgroup Future Meetings: The group discussed a meeting via tele-conference in mid March or early April.

D. Policy & Advocacy Report:

Due to a lack of numbers, the Policy and Advocacy workgroup did not meet.

Policy & Advocacy Workgroup Future Meetings: This group will likely reconvene when coalition membership increases.

If you are interested in joining one of these four workgroups, please contact Amy Meinen at (608) 267-9194 or via email at meineam@dhfs.state.wi.us.

- VI. **Next Meeting:** Follow-up small workgroup meetings will occur in the next six months. A full coalition meeting will take place in June or July to begin preparation for National 5 A Day Month in September.